## WHAT IS CLAIMED IS:

1. An image forming apparatus comprising:

a heating member which includes a conductive member containing a coil for, when supplied with a voltage and current of a specific frequency, producing a magnetic field of a specific magnetic field intensity and generating heat by the magnetic field supplied from the coil;

a magnetic field attenuating mechanism (shield plate 202) which is capable of attenuating the magnetic field intensity of the magnetic field passing through the mechanism; and

at least one magnetic field attenuating mechanism unit which is provided between a specific magnetic field intensity measuring point and the coil.

2. The image forming apparatus according to claim 1, wherein if the magnetic field attenuating mechanism has a thickness of h1 and includes a material whose skin depth is  $\delta 1$  and the conductive member has a thickness of h2 and includes a material whose skin depth is  $\delta 2$ , the following expression holds:

$$\frac{h}{\delta} \frac{1}{1} + \frac{h}{\delta} \frac{2}{2} \ge 5$$

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3. The image forming apparatus according to claim 2, wherein the skin depths  $\delta 1$  and  $\delta 2$  are determined according to the frequency of the power supplied to the coil to generate a magnetic field of

the highest magnetic field intensity.

4. The image forming apparatus according to claim 1, wherein if the magnetic field attenuating mechanism has a thickness of h1 and includes a material whose skin depth is  $\delta 1$ , the following expression holds:

$$\frac{h}{\delta} \frac{1}{1} \ge 5$$

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- 5. The image forming apparatus according to claim 4, wherein the skin depth  $\delta 1$  is determined according to the frequency of the power supplied to the coil to generate a magnetic field of the highest magnetic field intensity.
- 6. The image forming apparatus according to claim 1, wherein the magnetic field attenuating mechanism is made of aluminum or an aluminum alloy and has a thickness of 0.1 mm or more.
- 7. The image forming apparatus according to claim 1, wherein the distance between the magnetic field attenuating mechanism and the coil is 80 mm or less.
- 8. An image forming apparatus comprising:

a heating member which includes a conductive member having on its outside a coil for, when supplied with a voltage and current of a specific frequency, producing a magnetic field of a specific magnetic field intensity and generating heat by the magnetic field supplied from the coil;

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a magnetic field attenuating mechanism (shield plate 202) which is capable of attenuating the magnetic field intensity of the magnetic field passing through the mechanism; and

at least one unit of the magnetic field attenuating mechanism which is provided between a specific magnetic field intensity measuring point and the coil.

9. The image forming apparatus according to

10 claim 8, wherein if the magnetic field intensity

attenuating mechanism has a thickness of h1 and

includes a material whose skin depth is δ1 and the

conductive member has a thickness of h2 and includes a

material whose skin depth is δ2, the following

15 expression holds:

$$\frac{h}{\delta} \frac{1}{1} + \frac{h}{\delta} \frac{2}{2} \ge 5$$

- 10. The image forming apparatus according to claim 9, wherein the skin depths  $\delta 1$  and  $\delta 2$  are determined according to the frequency of the power supplied to the coil to generate a magnetic field of the highest magnetic field intensity.
- 11. The image forming apparatus according to claim 8, wherein if the magnetic field attenuating mechanism has a thickness of h1 and includes a material whose skin depth is  $\delta 1$ , the following expression holds:

$$\frac{h}{\delta} \frac{1}{1} \ge 5$$

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- 12. The image forming apparatus according to claim 11, wherein the skin depth  $\delta 1$  is determined according to the frequency of the power supplied to the coil to generate a magnetic field of the highest magnetic field intensity.
- 13. The image forming apparatus according to claim 8, wherein the magnetic field attenuating mechanism is made of aluminum or an aluminum alloy and has a thickness of 0.1 mm or more.
- 14. The image forming apparatus according to claim 8, wherein the distance between the magnetic field attenuating mechanism and the coil is 80 mm or less.

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